



VIRGINIA DEPARTMENT OF MOTOR VEHICLES NEW SPECIAL LICENSE PLATE DEVELOPMENT

Sponsor Information for Special Interest Groups and Military

Legislation approved by the General Assembly and Governor authorizes the issuance of all special license plates. These plates are issued by the Department of Motor Vehicles (DMV) and are subject to the following statutory requirements. Contact your legislator to discuss the possibilities of sponsoring a new special license plate.

Legislation Update for the 2006 General Assembly Session

Most special interest plates require 350 prepaid applications before they can be issued. As of July 1, 2006, those applications must be submitted to DMV within 30 days of authorization, in most cases, authorization starts July 1. If the applications are not submitted within 30 business days, authorization to issue the plate will expire and the plate can not be reissued. To obtain reauthorization to have the plate issued the following year, you must contact your legislator.

Sponsorship Requirements

- Provide formal written authorization for use of the design and logo on the license plate.
- Provide electronic media artwork for license plate design in vector form such as Adobe Illustrator.
- Coordinate the design approval process.
- Submit and facilitate the collection of 350 or more prepaid applications from applicants with active vehicle registrations. **NOTE: If certification is required in order to receive the license plate, the sponsor must verify, approve, and attach certification to each application.**

Plate Fees

Special Interest - \$10 Annually

Special Interest with Revenue Sharing - \$25 Annually

Personalization – \$10 Annually

General Information

Special license plates will generally have a \$10 annual fee. Some plates are authorized for revenue sharing and they cost \$25 annually.

Revenue sharing is outlined in subsection D of § 46.2-725 of the Code of Virginia. Basically, after the sale of 1,000 sets of plates, \$15 of every \$25 paid to DMV for the plate will be shared with the qualified organization(s).

The General Assembly determines whether the revenues are to be shared with entities or organizations that (i) provide to the Commonwealth or its citizens a broad public service that is to be funded, in whole or in part, by the proposed revenue sharing special license plate authorization and (ii) are at least one of the following:

1. A nonprofit corporation as defined in § 501 (c) (3) of the United States Internal Revenue Code;
2. An agency, board, commission, or other entity established or operated by the Commonwealth;
3. A political subdivision of the Commonwealth; or
4. An institution of higher education whose main campus is located in Virginia.

Collection and Submission of Prepaid Applications

Each prepaid application must be on a form prescribed by DMV and the applicant must maintain an active registration for the vehicle listed on the application. The active registration for the vehicle listed must be in the name of the applicant. The Personalized or Special Interest License Plate Application (VSA 10) form is located under Forms and Publications on DMV's web site at www.dmvNOW.com

and can be downloaded and reproduced. The International Symbol of Access (ISA), also known as the disabled symbol, is available for all special license plates upon request. The sponsors must collect the entire plate fee. Prorated fees do not apply during the new plate development process. **NOTE: If the applicant already has a personalized plate and wishes to put the same character combination on the new plate, the character combination must be recorded in the boxes provided on the application and the \$10 annual fee to personalize the plate is still required.**

All applications collected must be for active vehicle registrations; therefore, applications for souvenir license plates can not be included in the required 350 prepaid applications. All applications must be current. Applications that can not be processed will be returned to the sponsor. The sponsor must contact the applicant and resubmit an updated application.

There are several ways to manage the collection process for the prepaid applications. One of the best suggestions DMV can make, based on the experience of other sponsors, is to simply collect the prepaid applications and deposit the monies in a special non-interest bearing account. It is also recommended that the sponsor keep accurate documentation of applications and payment.

When submitting the 350 prepaid applications, submit one check along with the applications. Separate the applications into three batches: 1) Requesting personalized character combination, 2) Retaining personalized character combination, and 3) No personalized character combination. Each batch should have a coversheet displaying the total application count and dollar amount. The dollar amounts for all batches should total the amount of the check being submitted.

Submission of Electronic Media Artwork

The sponsor must provide up to a four-color paper and electronic design of the license plate in vector format such as Adobe Illustrator (especially logos and typefaces); when photos and original drawing designs are required, they may be submitted in Adobe PhotoShop. Please review 3M's website at www.3M.com/tss for more details, and select Conventional License Plate Design Resources and view the Conventional License Plate Design Specifications.

A metal prototype of the plate will be provided and approved by DMV and the sponsor. Unapproved designs used for marketing purposes should have a disclosure informing potential applicants that the designs have not been officially approved by DMV and are subject to minor changes.

Plate Numbering and Longevity

The numbering system for these special license plates are usually four numeric and two alpha characters for a series. Example: 1001ZZ – 9950ZZ or ZZ1001 – ZZ9950. An applicant requesting personalization may receive up to six characters.

No additional plates shall be issued or reissued if after five years has fewer than 200 active sets of plates on the road. **NOTE: This does not apply to Military Plates.**

DMV Time Line

The estimated time frames for the development and issuance process are:

Receive prepaid applications, logo use agreement and plate design. Review and approve plate design.	8 weeks
Submit plate design to vendor and receive prototype.	6 to 8 weeks
Emboss the prototype and receive approvals from DMV, the sponsor, and State Police (when necessary).	8 weeks
Order and receive the sheeting for printing.	8 to 10 weeks
Applications processed, plates produced and mailed to customer.	6 weeks
<i>Nine months is an approximate time frame for "best case" scenario with no delays.</i>	

For further information, please contact Carolyn Easley, Agency Management Analyst, Virginia Department of Motor Vehicles (DMV) Special License Plates, at (804) 367-0368, or e-mail her at carolyn.easley@dmv.virginia.gov

May 15, 2006